

A method for providing a custom menu for a drive-thru customer has a first step of scanning the customer automobile license plate. The unique license plate number will serve as an identifier for the customer. The customer menu selections will be recorded in a customer profile corresponding to the unique license plate number. On subsequent visits to the drive-thru, scanning of the license plate will allow for retrieval of the customer profile and for displaying a customized menu featuring past menu selections to the customer. The drive-thru customer's buying trends over time may also be discovered through practice of the invention.